LEO BURNETT U.S.A.
AD# 114-C 4 REQ# M18624 "BUCK THE SYSTEM" PAGE 4/C BLEED 9-3/4 x 11-1/4 SUNDAY SUPPLEMENT, 1990

BUCK THE SYSTEM

Full rich flavor, not full price.

Available in Kings & Kings Lights.

Mfr. suggested retail price.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Kings Lights: 11 mg "tar" 0.7 mg nicotine — Kings: 14 mg "tar" 1.0 mg nicotine av. per cigarette by FTC method.

© Philip Morris Inc. 1990

Source: https://www.industrydocuments.ucsf.edu/docs/nsxn0003